



# Louisiana

## Louisiana Department of Culture, Recreation and Tourism

# Louisiana Office of Tourism Event Sponsorship Program

### Overview

The Louisiana Office of Tourism encourages and supports activities and events that create and implement innovative marketing and promotional initiatives to improve the quality of life for Louisianans by stimulating the economy and increasing employment and recreational opportunities through the travel and tourism industry.

**Purpose** The purpose of the grant program is to (1) promote economic development through tourism; (2) enhance the image of Louisiana and its communities/regions; and (3) improve the quality of life by helping events become established and self-supporting. Additional requests for funding in future years will be limited. Any tourism project within Louisiana is eligible to apply.

### Criteria

Each project application will be evaluated based upon the following criteria:

1. Will your project increase tourism and promote economic development?

2. Does your project, event or activity have broad based public, community, or local support?

3. Does your organization have multiple funding sources, including self-generated or organization funds to support the project, activity or event?

4. Does your project, event or activity increase employment in your community? If so, will it be short-term or long-term?

5. Does your project, event or activity increase the recognition of creative industries in your community? (Creative industries is defined as creating non-traditional collaborations between arts and culture and business and government to diversify projects, strengthen the economy and increase the awareness of the economic and quality of life impact arts and cultural activities have on the state)

6. Does your project improve the quality of life for the citizens of Louisiana?

7. Do you have a business plan that addresses the long-term sustainability of your event?

8. Does your project give recognition to the Office of Lt. Governor and Department of Culture, Recreation and Tourism?

# Sponsorship Procedures

***1. Applications must be received in the Office of Tourism at least 90 days before the beginning of the start. Late or requests for funding outside of the application deadline dates will not be considered.***

2. Complete the Louisiana Office of Tourism Application for Funding Consideration. A blank form can be received by contacting:

Louisiana Office of Tourism  
P. O. Box 94291  
Baton Rouge, LA 70804-9291  
225/342-7454 - phone  
225/342-8390 - fax

3. Submit the completed form to:

Contract Manager  
Louisiana Office of Tourism  
P. O. Box 94291  
Baton Rouge, LA 70804-9291

4. Applications are reviewed bi-monthly. The award of a grant is based upon the evaluation of the criteria requirements by a Tourism Grants Review Committee composed of representatives from the Louisiana Offices of Tourism, Cultural Development, State Parks and the Office of the Secretary. Application Deadlines are: January 15, March 15, May 15, July 15, September 15, and November 15. If the 15<sup>th</sup> falls on a weekend, the application should be dated the latest business day prior to the 15<sup>th</sup>. Applications must be filed at least 90 days in advance of the scheduled event.

5. Applicants will be notified in writing of the status of their request at the address listed on the grant application.

6. Within 30-days of the completion of the funded project, a Final Report must be Submitted to the Louisiana Office of Tourism, providing detailed information on the outcome of the event, clippings from newspapers, publicity notices, attendance reports, and final budget (funds received and expended).

*Recognizing its responsibilities to the communities it serves, it is the Department's policy to provide opportunities for socially or economically disadvantaged persons (as defined in R.S. 39:1732) and the businesses they own to ensure their fair considerations as vendors of our goods and services. The proposer shall certify that it is an equal opportunity employer, that it does not discriminate in its employment practices or delivery of services, and that it will make every effort, when economically feasible, to subcontract with the aforementioned person and businesses.*



# Louisiana

**DEPARTMENT OF CULTURE, RECREATION & TOURISM  
OFFICE OF TOURISM  
APPLICATION FOR FUNDING CONSIDERATION  
EVENT SPONSORSHIP PROGRAM**

Requesting Organization \_\_\_\_\_

Event Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zipcode \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Total Budget \_\_\_\_\_ Amount Requested \_\_\_\_\_

Event Date(s) \_\_\_\_\_ to \_\_\_\_\_

1. Description of event, activity, function or project for which funding is requested:

2. Proposed plan with detailed Goals and Objectives and proposed Performance Measures i.e. those mechanisms by which the success of the project in achieving its goal(s) can be measured:

3. Describe how this project contributes to the Creative Industries initiative, which is creating non-traditional collaborations between arts and culture and business and government to diversify projects, strengthen the economy and increase the awareness of the economic and quality of life impact arts and cultural activities have on the state.

4. What public relations benefits to the state can be expected, describe how this was estimated and what recognition will the state receive due to its support:

5. Describe the benefits of this requested assistance to the State and how this project “Shines the Light” or showcases Louisiana assets and opportunities:

6. Please give a brief description of the intended market for this project:

7. Is this project a cooperative effort with or collaboration between more than one city, community, county, region, or Convention and Visitors Bureau? If yes, please list the names of the organizations participating.

☐ Yes ☐ No

8. Is this is a repeat project? If so, please provide a brief description of the past performance of the project, past support from all state agencies, and any economic results that may be documented:

☐ Yes ☐ No

9. Will this project create or sustain jobs in your area? Explain:

☐ Yes ☐ No

10. Provide additional comments that support the economic impact of this project to the local community and the state:

11. Additional comments or factors that should be considered in evaluating this funding request:

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## REQUIRED ATTACHMENTS TO THIS APPLICATION:

1. A COMPREHENSIVE BUDGET showing all anticipated Revenues and Expenses and all anticipated uses of the funds which are to be appropriated for this contract/agreement must be attached to this proposal.
2. A MEDIA PLAN detailing type and quantities of all paid or donated publicity, advertising, or announcements in print or electronic media, as well as any other printed materials, such as brochures, direct mail pieces, newspaper inserts, posters etc.

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## Submitted by:

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Signature

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Date

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Typed or printed Name and Title

### Office of Tourism Use Only



Approved



NOT Approved



As Requested



Other Amount \_\_\_\_\_

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Assistant Secretary, Office of Tourism